

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Tourism Promotion – Design, Printing and Supply of Charminar Model Gift Box with Kalamkari design by M/s. Livewires Advertising Pvt., Ltd., Hyderabad – Release an amount of Rs.22,472/- (Rupees Twenty Two Thousand Four Hundred Seventy Two only) - Sanctioned - Orders – Issued.

**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No.236

Dated:11-03-2014

Read the following:

1. Govt.Lr.No.675/PMU/PRO/2014, of YAT & C (PMU) Department, Dt.15-02-2014.
2. Bill No.Prod-287, from M/s. Livewires Advertising Pvt., Ltd., Hyderabad, Dt:18-02-2014.

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**ORDER:**

Tourism Department, Government of Andhra Pradesh has staged the 1st edition of the Hyderabad Travel Meet & India Tourism Heritage Conclave from 21-02-2014 to 23-02-2014. While Hyderabad Travel Meet (HTM) - showcase Andhra Pradesh as a destination, bringing together all buyers, sellers and potential consumers, the India Tourism Heritage Conclave will focus on Heritage Tourism, MICE Tourism, Wellness Tourism and Pilgrimage Tourism all of which are also important for our region as well as for India.

2. During the review meeting on HTM held on 10-12-2013, Special Chief Secretary (Tourism), opined to procure Charminar model gift boxes from M/s. Livewires Advertising Pvt., Ltd, Hyderabad, an emplaned agency, as they have quoted least from other competitors, accordingly work order were issued to M/s. Livewires Advertising Pvt., Ltd., Hyderabad, for an amount of Rs.22,472/- (Rupees Twenty Two Thousand Four Hundred Seventy Two only) in the reference 1<sup>st</sup> read above.

3. In the reference 2<sup>nd</sup> read above, M/s. Livewires Advertising Pvt., Ltd., Hyderabad, has furnished a bill for an amount of Rs.22,472/- (Rupees Twenty Two Thousand Four Hundred Seventy Two only), towards design, printing and supply of Charminar Model Gift Box with Kalamkari design and requested the Government for arranging payment.

4. The Government, after careful examination of the matter, hereby accord sanction and release an amount of Rs.22,472/- (Rupees Twenty Two Thousand Four Hundred Seventy Two only), towards design, printing and supply of Charminar Model Gift Box with Kalamkari design.

5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (13) – Advertisement for Promotion of Tourism - 260 – Advertisements, sales and publicity Expenses”.

6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw the amount sanctioned at Para 4 above and disburse the same to M/s. Livewires Advertising Private Limited, Hyderabad through on line. The details of Bank account is as follows:-

Bank Name	:	Corporation Bank
Bank Branch	:	Dwarkapuri Colony, Hyderabad
Bank Account No.	:	206600202000203
IFSC Code	:	CORP0002066

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To  
M/s. Livewires Pvt., Ltd., Hyderabad.  
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

**Copy to:**

The YAT& C (PMU- Claims) Department.  
SF/SCs

**//Forwarded:: By Order//**

**SECTION OFFICER**